To do it all we had to know it all

ESS GROUP

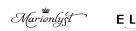
















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- ESS Group AB Head of CRM & Insights 2022 -
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BELLORA

MJS

- ESS Group AB Head of Customer Experience & CRM 2018 2020
- Liseberg AB CRM Chef 2016 2018
- 2E Group CRM Manager 2013-2016
- Vettris Holding AB– Marknadschef 2012- 2013
- 2E Group Informationschef 2009-2011
- 2Entertain Marknadskoordinator 2005 2009
- RESIA AB Marknadskoordinator 1997 2005





Anticipation

Definition of anticipation is a feeling involving joy at the thought of a supposed or anticipated good upcoming event.



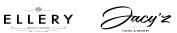




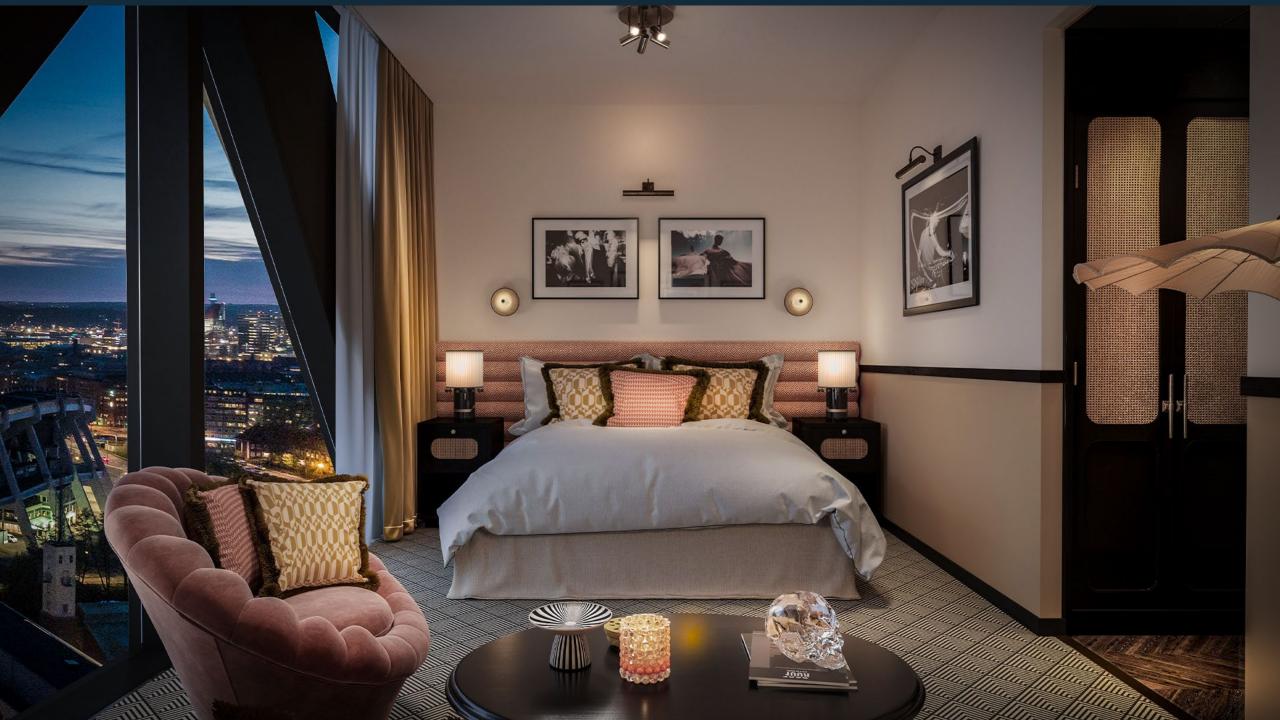




























Data is queen.



















CD_b;

















The why - What we wanted to achieve

- Gain a **complete understanding** of our customers
- Segment our customers by behavior
- Increase CLV

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• Manage **multiple channels** simultaneously

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- Gather data from **multiple sources** in one place and get more secure customer data.
- Optimize strategies to reach our customers with the right content, at the right time in the right channel.

BELLORA

MJ'S

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HOME OF ESS







Challenges along the raod

- 11 different hotels with completely different brands, needs and targetgroups.
- Who is the owner of the guest, which brand and which hotel?
- A product seldom bought. Long time between repurchase.
- The product is bought now and consumed in the future.

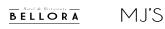
And offcourse which data do we really need and where should it fit in a CDP.

















What we measure and when we celebrate

- Increase returning customers and reduce lead times
- Increased spend
- Lower CPA
- More identified customers

The result after four months...

Shortened lead times with 67 days Increased upsell with 62%

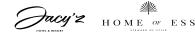














Summery from our journey

ESS primary goal is to make people want to come back to us.

If we gather the right data the more we know the more relevant we can be and the more credible we become. A company that is credible becomes trusted to a consumer. The stronger the relationship between us becomes, the more loyal our guests remain. Loyal guests keep coming back!



















High five & thank you for your time!

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